

REP HEADLINE# 6314170
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
*** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BIAUVEIT, NY 10913

ORDER # CONTRACT # 6314170 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP14/12 09.16

REP: REVISION
RATE REVISION AND SPOT REVISION ON LN 1
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 466
AGENCY PRODUCT CODE =

LINE	RS	900A-1000A	30	\$550.00	9/18	9/20	1	TU,TH	1
PROGRAM : TODAY SHOW 2									
CON COM1: TODAY SHOW 2									

SEP/12 11950.00 CONTRACT TOTAL 11950.00
TOTAL SPOTS 12

Handwritten signature/initials

REP HEADLINE# 6314170
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-2680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
*** CHANGES *** ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE
SVC- NSI
DEMOS- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6314170
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

SEP13/12 10.38
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP.# OFF.# SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6314170

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP17/12 SEP21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP13/12 10.38

REP: NEW ORDER
TTL \$11,950 @13X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK



LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:
: LINE#: : : : : : : DATE : DATE : /WK: INVT : : SPTS:

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 466

1 900A-1000A 30 *Level 1* \$275.00 9/18 9/20 2 TU,TH 2

PROGRAM : TODAY SHOW 2
CON COM1: TODAY SHOW 2

2 500P-530P 30 \$900.00 9/17 9/18 2 M-TU 2

PROGRAM : 5P NEWS
CON COM1: 5P NEWS

3 530P-600P 30 \$900.00 9/19 9/20 2 W-TH 2

PROGRAM : 530P NEWS
CON COM1: 530P NEWS

REP HEADLINE# 6314170
 *** ORIGINAL REV#0 ***

REP: WFL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP13/12 10.38
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$1,200.00	9/17	9/20	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
5			700P-730P	30		\$1,000.00	9/18	9/20	3		TU-TH	3
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
SEP/12			11950.00									
CONTRACT TOTAL												11950.00
TOTAL SPOTS												13

MARKET TOTALS \$42,375 WFLA 28% WFTS 16% WTSP 8% WTVT 48% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

McLaughlin & Associates - NY
 566 South Route 303
 Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
 Submission Number 770 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 11950	Campaign Ref: E:120914008
Buyer: "	Client/Product/Estimate: ./ /466	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/23/12	Weeks: 1	Order Ref: 06314170
Est./PO Number: 06314170	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	Total	Cost
1	M-F 9a Today Show II .T.T...	03	550	30 Connie	Nbr of Spots	1	550
2	M-F 5p News MT....	03	900	30 Connie	Nbr of Spots	2	1800
3	M-F 530p News ..WT...	03	900	30 Connie	Nbr of Spots	2	1800
4	M-F 6p News MTWT...	03	1200	30 Connie	Nbr of Spots	4	4800
5	M-F 7p News .TWT...	03	1000	30 Connie	Nbr of Spots	3	3000
Weekly Totals: Total Spots(Ord Spots)					12	12	

Grand Totals							
Totals				Month 9 Weeks: 5			
				09/17			
Spots				12			
Cost				11950			

Grand Totals: Spots: 12

Gross Total:	11,950.00
Commission:	1,792.50
Net Total:	10,157.50